

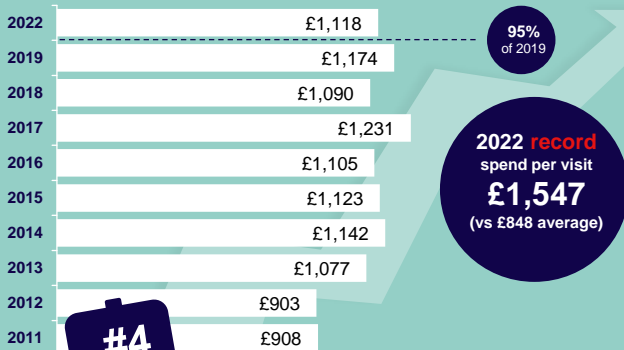


Australia

Market snapshot Visitor Profile

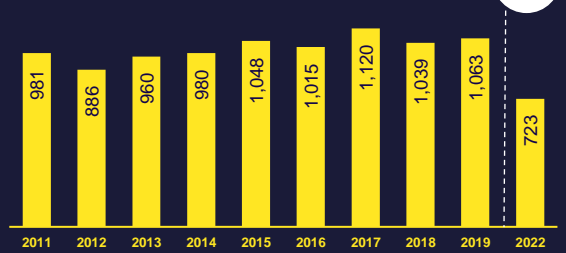


Annual visitor spend (£m)*



Global ranking for inbound spend in the UK in 2022. Ranked 3rd largest by value in Q2 2023

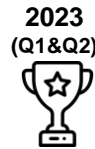
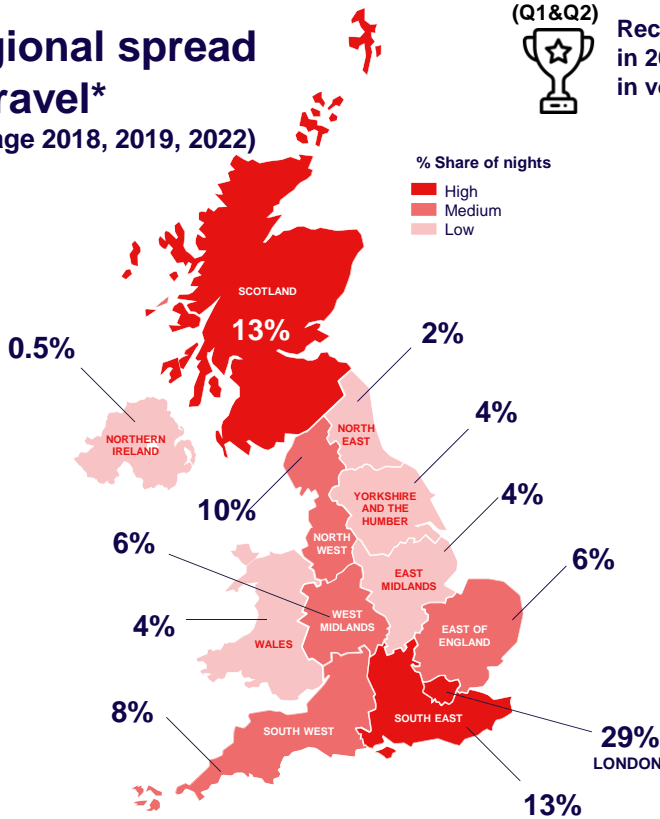
Annual visits (000s)*



#11

Global ranking for inbound visits to the UK in 2022

Regional spread of travel* (average 2018, 2019, 2022)



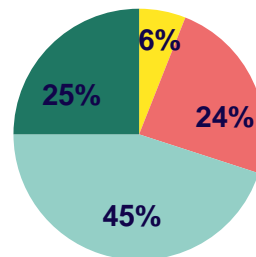
2023 (Q1&Q2)

Record breaking spend and visits in 2023, up 26% in value and 13% in volume vs Q1/Q2 2019.



17 NIGHTS (vs 8 nights global average)

Seasonal spread of travel* (2022)



Over 1 in 2 visit the UK in off-peak seasons

Jan-Mar Apr-Jun Jul-Sept Oct-Dec

AU to UK Connectivity (2023)



Sources: *International Passenger Survey (IPS) by ONS. **Apex as of November 2023.

Consumer website: visitbritain.com
Industry website: visitbritain.org
Image Library: assets.visitbritain.org
Media centre: media.visitbritain.com



VisitBritain

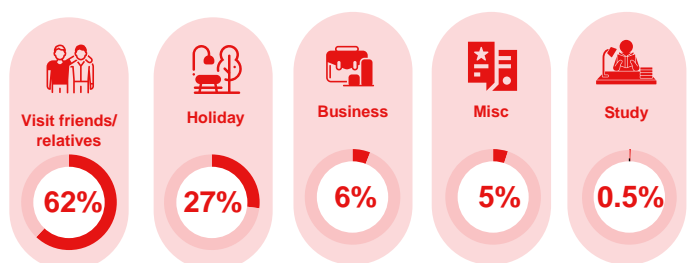
Level 16, Gateway Building
c/o British Consulate
1 Macquarie Place
Sydney NSW 2000



Maria Sykes, Country Manager – Australia & New Zealand
Maria.Sykes@visitbritain.org

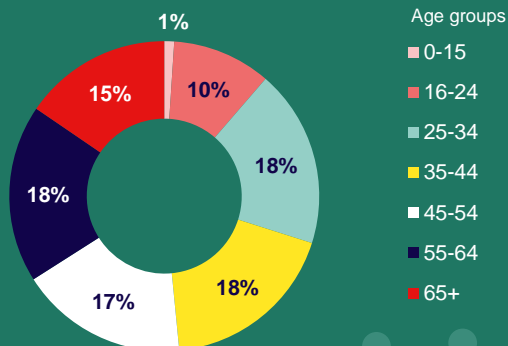
Bradley Nardi, Commercial Manager – Australia & New Zealand
Bradley.Nardi@visitbritain.org

Purpose of travel* (2022)

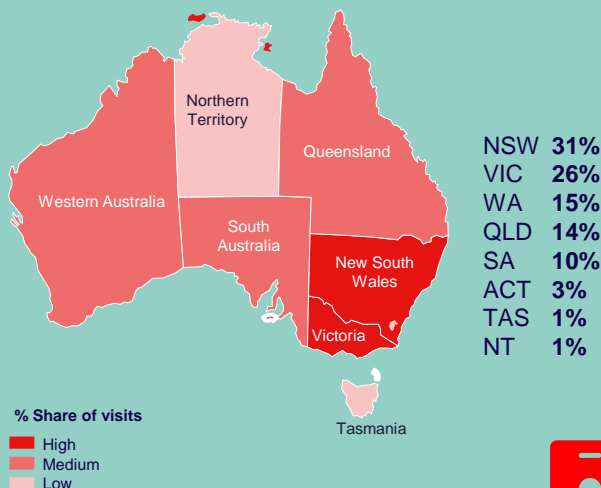




Key demographics* (2022)



Visitors' origin* (2019)



Top drivers for destination choice*** (2022)

- 1 Is a welcoming place to visit
- 2 Offers good value for money
- 3 It's easy to get around once there
- 4 There is beautiful coast and countryside to explore
- 5 I can roam around visiting many types of places



Perceptions of the UK**** (2023)

The UK ranks within the top 3 out of 60 nations for:



Historic Buildings



Vibrant City



Contemporary Culture



Visit if money was no Object



Sports

62% of the 37% who have previously visited the UK believe seeing British locations & landmarks in films or television programmes influenced their decision to visit the UK**

Top sources of inspiration*** (2022)

#1



Friends or family (in person)

#2



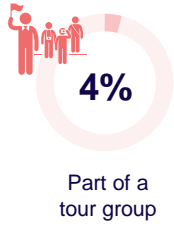
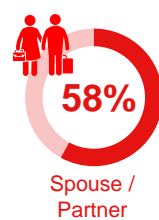
Travel websites via search engines

#3



Social media of friends/ family

Travel companions*** (2022)



Sources:

*International Passenger Survey (IPS) by ONS

**British Film Institute – International perceptions of and engagement with UK screen content 2021

*** VisitBritain/Kubi Kalloo MIDAS research project 2022

****Anholt-Ipsos Nation Brands Index 2023



Top 5 activities desired on a holiday/short break abroad

- 1 Experience coastal places and scenery
- 2 Explore history and heritage (historical sites, architecture)
- 3 Explore local food and beverage specialities
- 4 Visit famous/iconic tourist attractions and places
- 5 Visit museums or galleries.

Share who state holidays benefit their wellbeing

83%

Top 5 sustainable actions by visitors to Britain¹

- 1 Buying local when I can
- 2 Using public / greener transport
- 3 Visiting places outside of peak season
- 4 Enjoying unpolluted nature
- 5 Visiting less well-known places/ attractions

Likelihood to combine Britain with other destinations



Travel only to Britain



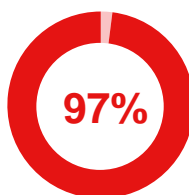
Combine a trip to Britain and other places in Europe



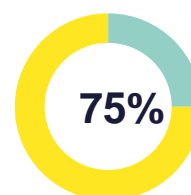
Undecided



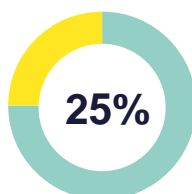
Share of Australian visitors "likely" or "extremely likely" to recommend Britain*



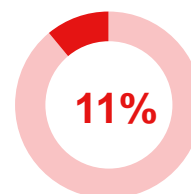
Share of Australian visits which were repeat visits*



Share of Australian travellers with accessibility requirements



Share of Australian travellers who identify as LGBTQIA+



Sources:

*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals: 2015
All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers

¹ based on previous visitors to Britain